



WHERE WE'LL BE 10/1/2026



# FLIGHT BUILDERS VISION 2023-2026



# OUR SNAPSHOT

Fight Building is a homebuilder based in Jacksonville, FL tackling the nationwide issues of affordable housing and mental health. We think the purpose of business and wealth creation is to leave your desired impact on the world through positively influencing your family, friends, vendors, and teammates. **Our purpose at Flight is**

**To live authentically,  
To live with purpose,  
To execute relentlessly,  
To never stop pushing boundaries,  
To never stop earning wisdom,  
And in doing so, inspire others.**

Over the past three years we have grown with speed and control, pouring our first foundation in September 2023 to now starting 40 new houses per month. In three years, we went from start-up to a builder on track to deliver 480 houses per year. Our build volume at this point is 80% infill lots, 20% retail or build to rent communities in Northeast Florida. 50% of our starts are cost plus construction deliveries to three primary clients we have strong working relationships with. The other half of our builds are on lots owned by entities or real estate funds that we control, these houses are built and sold to both homeowners and investors by our Flight Homes sales team.

**From the outside it will look like we came out of nowhere but under the hood there is a system of accountability and leadership unmatched in the world of business.** We are obsessed with identifying and attacking the 20% work that actually moves the needle. Because of our focus on problem solving and firm grasp of what matters, year over year, quarter over quarter, day over day, we never stop improving ourselves and our organization.

**Flight is a place where we understand that the emotional, physical, and mental development of the team members has a direct impact on the health of the company** as well as the **general happiness and satisfaction** of everybody working here. We spend our days solving important problems that impact the world. We are hyper-intentional about the path we are going down, energized by the work we are doing, and **will make a significant impact on affordable housing, leadership, and mental health both in America and around the globe.**



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# CORE VALUES

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## LEADERSHIP

*We purposefully develop as leaders every day, the world needs more of them.*



## THROTTLED GROWTH

*Intentional, controlled, thoughtful progress.*



## GRIT

*The number one indicator of successful, fulfilled people, we don't back down when things get hard.*



## OWNING IT

*Taking control of issues, priorities, and projects, don't be afraid to take charge, somebody has to.*



## AUTHENTICITY

*Staying true to who we are and our purpose, in all decisions and interactions.*



## FLOW IN YOUR 20

*The key to our pace of progress, attacking the work that moves the ball in all areas of our lives.*



## UNWAVERING FAITH

*Steadfast belief in our vision and goals despite challenges, setbacks, or uncertainty.*





# **PURPOSE STATEMENT**

TO LIVE AUTHENTICALLY,  
TO LIVE WITH PURPOSE,  
TO EXECUTE RELENTLESSLY,  
TO NEVER STOP PUSHING BOUNDARIES,  
TO NEVER STOP EARNING WISDOM,  
AND IN DOING SO, INSPIRE OTHERS.

# **MISSION STATEMENT**

TO ATTRACT, IDENTIFY, AND DEVELOP  
LEADERS WHO HAVE THE COURAGE  
TO BE THEMSELVES AND THE  
AMBITION TO IMPACT THE WORLD.



# OUR CULTURE

Our office culture is perfectly summed up by our purpose statement, core values, and the concept of work life integration. Alignment meetings provide the framework that allows Flight team members to openly connect the goals and dreams that they have in their personal life to the meaningful work they are completing at the office or in the field. We spend about one third of our lives working, what a shameful waste of time and energy it is to spend that time doing something you have no passion for, no strengths doing, and has nothing to do with your personal dreams. The core values and purpose statement have dual meaning, each are just as relevant in our personal lives as they are day to day in the office. Alignment meetings with level 5 leaders give Flight team members the platform to accomplish anything they want in life. **The reality of endless possibilities and therefore unrestricted impact potential on the world gives the office environment a tremendous amount of energy that fills our walls with vibrancy and wonder.**

We respect each other's time, meaning meetings start/stop on schedule. Meetings are only as long as they need to be, their purpose is communication and problem solving with the right group of people, not talking about fluff. Flight team members are constantly challenging meetings, processes, procedures, and inefficiencies to tweak our flow. **We live and die by our speed so this constant challenge of our efficiency is welcomed, not rejected.** People speak openly, honestly, bluntly, and nobody is ever looked down upon for giving their opinion when their intent is getting us where we want to go faster.

People at the office enjoy spending time with each other outside of work as well. We do team building events and happy hours often, none of which are forced attendance but most everybody shows up anyway. M3's and Sequoia Book Club are also optional but the majority of the office comes to these events. **People don't come because they feel like they should, they come because they know it makes them deeper, stronger, healthier, wiser people. They are obsessed with getting 1% better each day.**

**Flight is not an easy place to get hired or work**, if you are looking to punch the clock each day, scroll Facebook and go home, this is not the place for you. We only hire people when we walk out of an interview and everyone says "hell yes". Being a loyal teammate who cares about themselves and the success of their team is infinitely more important than your resume, background, or intelligence. We have each other's backs, take ownership of problems, and don't waiver when the wind blows a different direction. We are a tight team of like minded, accountable operators pushing each other and those around us to get the most out of life.





# SEQUOIA BOOK CLUB

Our Sequoia Book Club is Flight's greenhouse for fresh ideas, creativity, and personal growth. Book club is every two weeks so we end up reading about 10 books a year as a team. These meetings cultivate a relaxed and open environment where people can share stories from their past as well as their personal views of the world, for this reason, nobody outside of the organization is invited. The personal stories and opinions people share tighten the already strong team bonds we have around the office. When you know what makes somebody tick, when you know a little more about where they come from and what they value, it deepens your respect for who they authentically are. Each Sequoia Club meeting is led by a different member of the Flight Team. Running and controlling a conversation with a large group of peers forces growth in communication and leadership skills. We read a wide ranging genre of books, anything from classic business mindset to fiction stories about challenges and struggles which lead to growth and perseverance.

Our key takeaways from each book are recorded and shared with our community as well as implemented throughout the organization. Sequoia Book Club is another critical tool in the box that pushes us to get 1% better every day as people and a team. It forces us to continuously challenge the status quo of how to run the organization as well as our lives. The growth that happens on both of these fronts within the walls of our Book Club is unmatched.



# LEADERSHIP

**Leadership is the cornerstone of everything we do at Flight**, it is a core value and our secret sauce to growth, accountability, stability, and the reason we have been able to scale at this speed. We are cognizant of John Maxwell's "Law of the Lid", **our growth as an organization will never exceed our ability to develop and nurture leadership skills within our walls.** We also talk often about Jocko Willink's many "Dichotomies of Leadership". The dynamic leaders within Flight Building effectively balance each of their leadership traits authentic to themselves. **This breeds an organization of trust, clarity, and purpose.**

We have bi-annual leadership retreats, one in May and one in early November. Retreats are a blend of physical activity, personal development, team building, leadership training, and business planning. Everybody always looks forward to them; Flight leaders show up excited and leave energized to execute on the vision and implement what they have learned.

Leadership is also discussed in the monthly meetings, coffee time, morning huddles book club, and at various times throughout the day. We are recognized throughout the Southeast for our leadership development programs and high level leaders within our organization. Organizations around the country have modeled their leadership development programs and hiring processes around our frameworks. **We understand that organizations live and die but the quality of the people within them,** we only hire those who are a "hell yes" and don't sacrifice our culture of leadership for anything.





# SENIOR LEADERSHIP DEVELOPMENT

The Flight Leadership Development Program (FLDP), Flight Captain Academy (FCA), and Take Flight - Leadership Launch are the prime catalysts for the explosive growth and stabilized operational scaling of Flight Building. Construction is a people-intensive business, without strong leaders consistently honing their skills while developing the next generation, the organization would be doomed to a future of mediocrity.

**FLDP:** Executive leadership team bi-weekly meetings with conversation revolving around current leadership challenges, vision forward, and various pieces of content (books, podcasts, articles, movies) that we can use to push the organization forward. On weeks where we do not have a formal meeting there is a coffee time at 10:00 on Thursday morning with no agenda.

**FCA:** Next level leaders within the organization bi-weekly meetings with the same structure as FLDP. In addition, this program consists of weekly one on ones with each leader to talk about leadership issues and wins.





# LEADERSHIP FOR ALL

## **Take Flight - Leadership Launch:**

Monthly optional meetings where everybody is invited but nobody is forced to be there. The main topic is an easily digestible piece of content (5 minute youtube video or podcast). We talk through the principles displayed in the content and how they relate to the organization. The conversation then flows to how this wisdom is relevant to Flight, leadership principles, purpose, and why we do what we do.

The importance and power of these three programs is understood and felt throughout the entire organization. They are central to our flywheel and what makes us unique as a construction company. Every organization can benefit from some sort of leadership development so we give away our materials and structure for free to any of our vendor partners that have interest in implementing one.

Flight Leadership Development Program, Flight Captain Academy, and Take Flight - Leadership Launch are getting attention on a national scale because of how central they were to the success of Flight Building. Flight leaders are speaking at events and actively helping others implement these programs. When those around us are getting better and growing because of this knowledge, that only makes us stronger.





# WHY BUILD HOUSES?

*When looking through the foggy, uncertain future to figure out what was next for our team, we decided the answer needed to fulfill three categories:*

## Massive Impact

According to Freddie Mac, **the United States is short about 3.8 Million units of housing both for-rent or for-sale.** After over a decade of developing key relationships and gaining knowledge in real estate and construction, **building houses was a natural transition into a scalable, leadership-heavy business model.**

## Our Strengths

Our strengths as an organization are accountability, leadership, and discipline. **We hire growth-minded, highly-talented team members** who exemplify these organizational strengths while pushing the envelope. If you want to keep talent, **your organization needs to continue to grow in order to provide opportunity for the growing leaders** within it. You need a scalable business model or you will rightfully lose your top talent, they will outgrow you. The business of homebuilding is an array of processes, schedules, relationships, and softwares. **The more problems you solve, the more disciplines you put into place, the more efficiently you operate.** Implementing/improving processes, solving problems, and executing on solutions are our wheelhouse.

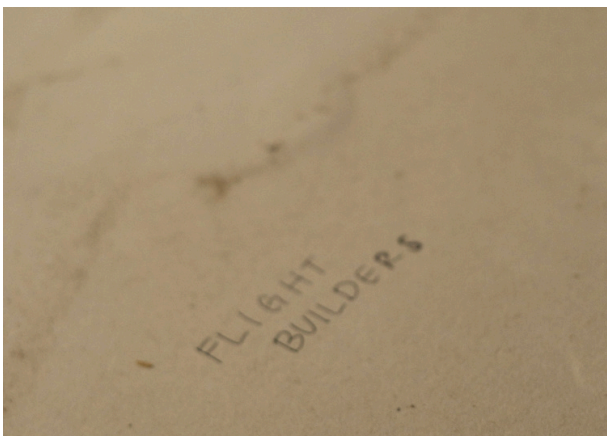
## Passion

Our passion is our **team, intentionality, growth, authenticity, and getting better as people.** The homebuilding business allows us to be unapologetically ourselves in a model where the sky's the limit for our growth. The majority of the houses we will be building are under the median home sale price in Northeast Florida. A new house on a struggling street changes the entire look of the neighborhood and gives the new owners and neighbors pride in where they are living. We strive to be a leader in those communities, pushing all to progress the same way we do at Flight.

**Stability in a child's life starts with having a safe place to come home to and rest your head at night.** Our strength is our efficiency and I believe that at Flight we can provide quality housing stock at pricing levels never before seen in our space. **Our passion is struggling together as a team through these problems and making a massive impact on important issues.**







# PR & MEDIA

We consistently strive to achieve significant recognition with our media partners because our message and way of operating can help others outside of our office. We have consistently won "Best Places to Work" in the Jacksonville Business Journal. **2026 will be our first year on the Builder 100 list at position 95 with 480 completed houses.** We will continue to climb up that list over the next decade while staying true to our core value of Throttled Growth and being responsible stewards to the capital in our control. Because of the profiles they have done on us, M3 is getting more exposure and other businesses in the city are adjusting the way they operate to help their teams be more intentional in their professional and personal lives. **Having stronger businesses and leaders in our city makes all of us all better as we grow.**

We also received local news coverage and recognition from the Jax Chamber where the leadership team at Flight Building are regular speakers discussing our operation and what has been working for us.

Our achievements are starting to expand on a national level, we are included in lists and received awards for sustainability, innovation, leadership, operations, and affordable housing. Our accomplishments are featured in magazines, online articles, and other media platforms.

This recognition results in a compound effect where for and nonprofit organizations are reaching out to us for strategic partnerships and operational training on leadership, growth, and business process.

# OUR FLYWHEEL & HEDGEHOG CONCEPT

Hire and recruit enthusiastic, passionate people with a thirst for knowledge and growth.

Organic growth fuels opportunities for our leaders and our expanding brand attracts like-minded individuals and businesses nationwide.

Cultivate leaders, enforce accountability, provide a framework for intentional living, and foster mental and emotional growth.

## FLIGHT BUILDING

Increased demand from vendors, clients, and partners improves efficiency enabling us to get more competitive on our pricing for clients.

Our thriving growth culture in the office enhances relationships with vendors, clients, and partners by genuinely supporting their business development.

Growing emotionally developed leaders who live intentional lives and positively affect everybody around them.

Leadership development and accountability.

Purchasing real estate and efficiently building affordable single family housing.

INTENTIONALITY

PURPOSE

MENTAL HEALTH

FLIGHT BUILDING

20 MILE MARCH

#takeflight







# FLIGHT HOMES BY FLIGHT BUILDERS

Flight Homes is the internal team that sells all Flight-built houses. The team operates well above industry averages no matter what the market is doing. This is due to the strength, knowledge, and humility of each individual sales agent. Every agent on the team is amongst the top producing agents in Northeast FL but have the humility to understand that they perform at that level by doing the basic, boring, fundamentals with discipline and care. They operate at this level because they don't let the volume get to their heads, there are no egos, no whining, no bullshit. They have the drive and grit to master the basics while accelerating well beyond with their own personal touch.

70% of Flight houses sell before construction is ever finished. This does not happen by accident. The team generates 30 plus closings/month which is mostly retail but they also work with institutional buyers and turnkey investors. The agents never stop looking for new sales channels and niches which allows them to accelerate while everybody else is slowing down or resting on their laurels. Flight Homes has strong leadership that holds the line on accountability which is the final touch of perfection on a team of people who hold themselves to the highest of standards already. They are the driving force behind keeping cash and houses moving within Flight and their results are unmatched across the entire homebuilding industry.



# GLIDE LAND & HOME BUYERS

The Glide team is led by some of the most experienced direct-to-seller real estate acquisitions specialists in Florida. They have the skill to execute on both single family house and land deals quickly and painlessly. Our land and house acquisition volume will come from 50% relationships with wholesalers, developers, and real estate agents, and 50% direct to seller targeted marketing campaigns.

Glide is not only the highest volume house acquisition operation in Northeast FL at over 100 acquisitions annually, it also consistently produces between 30-40 infill lots and 4 raw land development opportunities per month. Glide's acquisition volume and ability to buy effectively from land sellers as well as developers gives Flight a dominant advantage that most homebuilders do not have. The ability to target and acquire land/lots directly from sellers combined with the deal flow relationships developed by the team gives Flight a strong advantage not only in pricing but also pipeline control. The ability to throttle those marketing channels up and down as necessary will allow Flight to adjust the pipeline based on external market conditions staying true to our core value of throttled growth. In tough market conditions - it will allow the Flight to be able to purchase land at deeper discounts than most of the competition has available to them.

Glide is a repeatable system that the team can rinse and repeat in other markets throughout the US that need efficiently built affordable housing. The team will eventually fly around the country to set up these new markets where Flight is about to start building.

The symbiotic relationship between Flight Building and Glide continues to grow over time and eventually begins to completely dominate the homebuilding space. The key to this sustainable growth is leadership, pipeline control, and the ability to easily adjust based on economic conditions.





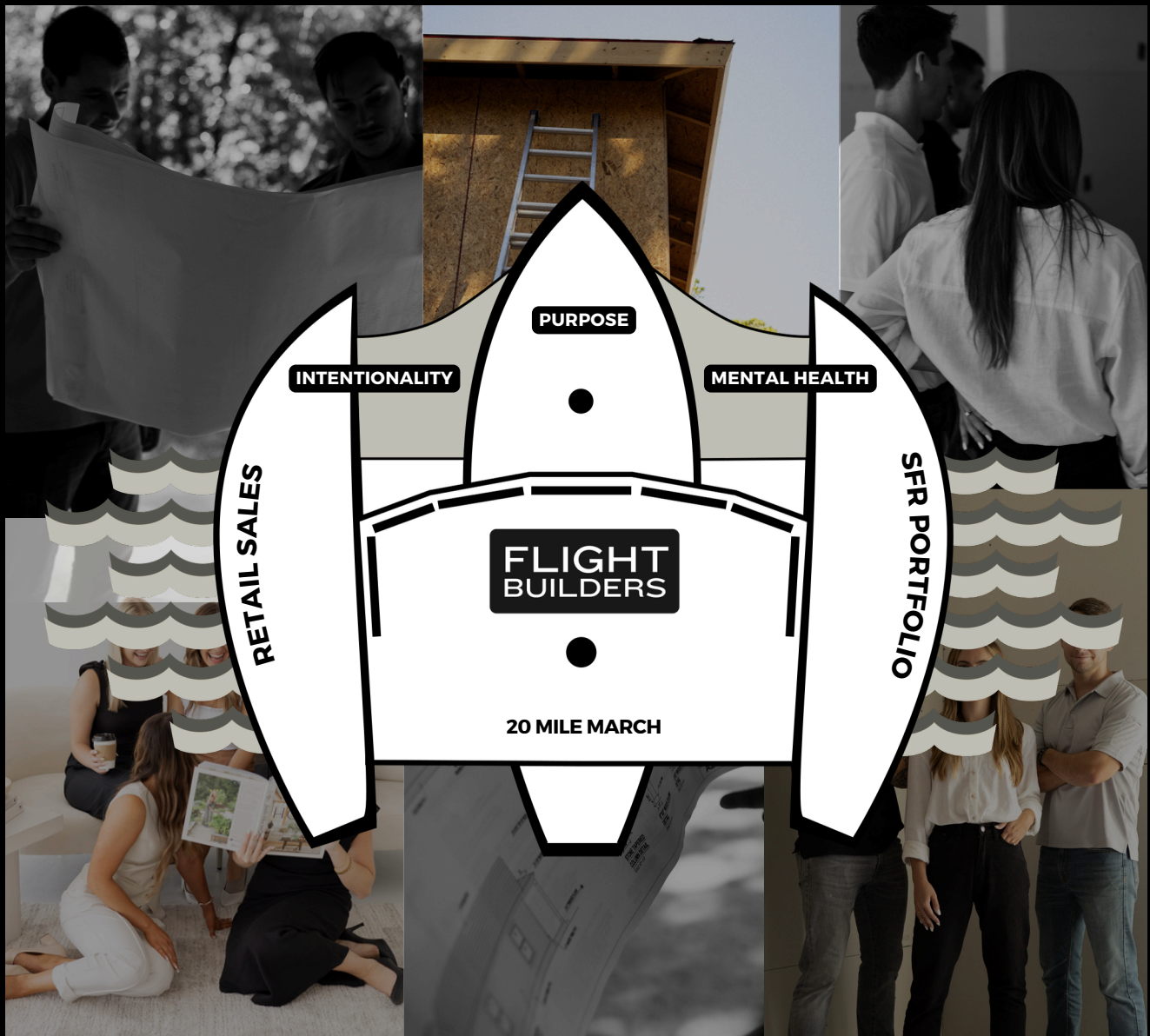
# FLIGHT ADVISORY BOARD

The Flight Advisory board meets twice a year to discuss financials, strategy, the market, and execution on ultimate goals and vision for Flight. The Board is comprised of six individuals with varying backgrounds who have reached the highest level of their particular field. **Not everybody on the board has experience in homebuilding or real estate which makes their outside opinions on the operation and its strategy that much more valuable.** With the executive leadership team fully immersed in Flight Operations seven days a week we risk missing opportunity or risk that may be looming in our peripheral. **An outside opinion on our strategy and financials from an experienced, high functioning group of advisors keeps us honest and living in reality.**

These meetings are three hours long followed by a lunch, short and to the point. Financials, vision forward, and a strategy summary are distributed beforehand so we can hit the ground running. **Over time, the leadership team has developed great relationships with all of the advisors** and they have become mentors and stewards to the success of Flight and the team members within the organization. The Flight Advisory board is just another key piece to hold the organization accountable and ensure we maintain the highest standards of goal setting, execution, and operational efficiency.







# THE BIG PICTURE

There is opportunity in all economic conditions good and bad, strong organizations are set up to identify and execute on them. Therein lies the power of our ultimate vision. No matter which way the economic winds are blowing, there will be a piece of our core business that can be either expanded or improved upon. The executive leadership team steering the trimaran have their finger on the pulse of global economics while adjusting the rudder and sails as we continue to maintain our throttled speed of progress.

Home building is cyclical, our core value of throttled growth keeps us disciplined while times are good in order to thrive when they are not. Cashflow from the Port Hull is invested in calculated risk long term assets on the Starboard hull, maintaining stability and resilience across the entire organization.

# THE TRIMARAN

## The Port Hull

The role of the Port Hull is to constantly be identifying and attacking opportunities in the market. It consists of our sales organizations Glide and Flight Homes which pound the pavement, knock doors, and shake trees to make things happen. Glide and Flight Homes will feed our internal balance sheet and infill lot/development funds with a consistent flow of opportunity. At times the Port Hull will be critical, providing the revenue that will blast the organization into another level, other times it won't, it all depends on the direction of the wind.

## The Center Hull

Flight Building, our core. As a fee-homebuilder there will be times when we are humming, growing aggressively, and times when we will be focused on efficiency and honing our craft. When times are good, lots, land positions, and opportunity flows to us without end because we are authentic, accountable, operate efficiently, and develop and grow leaders at a world class level. Affordable housing needs to be built in good and bad economic conditions so we will always be building and getting better. The Center Hull is what stabilizes the boat, it is what allows us to continue our 20 Mile March no matter what weather is thrown at us.

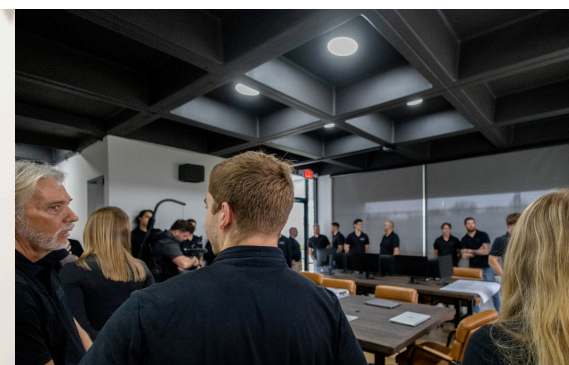
## The Starboard Hull

Placing capital into new affordable housing stock and profitable, underpriced businesses in the greatest country on earth is a good bet. The Starboard Hull is the final stop for capital as it flows out of the Center and Port Hulls. Keeping the theme across all parts of the boat, there will be times when those portfolios will grow, times they will shrink, but no matter the wind direction they will always be operated and managed at a high level.

## The Sails

Our sails are what propel us forward, they are our purpose, our nonprofit, M3's, mental health, living with intentionality, these are the reasons we show up here every day and get shit done. We do so because fulfilling our potential and making progress in all areas of our lives gives life meaning.

**Sometimes the boat will be tilted to the left, other times we will be to the right, but we will always be making forward progress with the wind in our sails and our Center Hull keeping us stable as we execute our 20 Mile March. We are a real estate based, yield generating, capital allocating organization for good that will continue to provide affordable housing while being a beacon of light supporting mental health long after each of us reading this are gone. We are built on a solid foundation of leadership with a strategy that excels in all markets. Our growth will be consistent, relentless, and make a positive impact on everyone we interact with.**







# M3 COMMUNITY

M3 was born out of the struggle of working countless hours to define a clear path forward when the road ahead was too foggy to see clearly. I found that the harder I worked to figure out our path, the more hours I put in grinding on the computer, the more lost I felt.

It was only when I slowed down and started looking internally that things started to shift, I worked on my:

**Mind**, by journaling, meditation, and tracking the quality of my days.

**Relationships**, by spending more time with my family, calling my friends more, and reconnecting with people I hadn't talked to in a while.

**Body**, with exercise, diet, and stretching.

When I started working on these pieces of my life, the fog started to clear and the answers to my questions began to appear. Looking inward rather than outward put me in tune with my heart and the path our organization was meant to go down.

I found that life has seasons, sometimes in these seasons working your ass off is counter-productive. Each season of life has its purpose but if you are too busy staying busy, telling yourself how busy you are, wound too tight to ever let things stop and slow down, you will never be in tune with the frequency of the world around you.

We have discovered after consistently doing M3 for over four years at this point that although it was started to solve a business problem, these events are even more relevant to our personal lives. These practices have the power to clear our minds of anxiety, depression, inadequacy, fear, and ultimately give us clarity on the world. We found that it is really hard to have a shitty day when you are up with the sunrise, do an intense physical workout, and end it all with some mindfulness with a group of like-minded people.

M3 and its nonprofit arm pushes to amplify this perspective, to slow things down and bring clarity into an increasingly busy fast-paced world. M3 is the cornerstone of Flight's give-back to the city and ultimately the world. At Flight, we are fortunate to have these principles interconnected to our culture, we live it every day. M3 is the manifestation of our execution, leadership, equanimity, and purpose driven culture at Flight and the nonprofit arm allows us to continue to make that positive impact at scale.

# THE PURSUIT OF PEACE AND IMPACT

If you build a team of intentional, goal oriented people who you truly enjoy spending time with, then weave the vision of the organization with the personal goals of those within it, you can create magic. You manifest an environment where people show up each day energized to make an impact on the world while fulfilling their personal dreams.

I get extreme satisfaction watching unrelenting progress being made on meaningful work. Everyone at Flight lives their lives with a level of intentionality that doesn't stop at the doors of our office, it ripples out to our friends, families, clients, and vendors. Watching our team grow as leaders and people forces me to get better. Living with intentionality and setting goals brings clarity to life, knowing where you are going in the future makes decisions easier in the now. This style of operating is why we have grown so quickly, it is not an accident that we built a fully staffed division building 450 houses/year in 3 years, that was the plan from day one.

The name "Flight Building" comes from a quote at the beginning of one of my favorite books "Rebirth" by Kamal Ravikant.

"Don't flap your wings so hard.  
It only exhausts you.  
Close your eyes.  
Lean into the currents, say yes.  
Let the wind raise you higher and higher.  
So easy.

That's what the Eagles do.  
This is the secret to life as well."

*Pat Flynn*

Founder of  
Flight Building

Life shouldn't feel like you are flapping aggressively into the wind. We can do hard things, set big goals, challenge ourselves to be uncomfortable and grow while maintaining peace, balance, and equanimity. When you live life with the level of intention and purpose we do here at Flight it feels natural, it feels aligned. No matter what sort of economic whirlwinds or challenges we face, we will come out the other side stronger because of our deep sense of purpose and vision.

I believe that when it is all said and done, when we are all dead and our bones are dust, the only thing that will matter is the love we gave while we were here, and the impact we had on others. Flight Building is a high impact organization, we operate with an unprecedented level of efficiency and although our economic engine is driven by building homes, our impact on leadership, mental health, growth, fitness, and intentionality stretches much further. We have created a movement of people who have agency, who do not go through life asking for hand outs or being victims. People who know what they want and bend reality to their will while pushing the world forward.

We think life is too short to not live at this level,

Too short to not continuously pursue knowledge, meaning, and wisdom,  
Too short to walk around aimlessly without purpose,

Too short to not make a difference and impact the world in your authentic way, because if you can, you must.





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**FLIGHT  
BUILDERS**